Mobiistar Welcomes the New Year with the Launch of the X1 Notch

- *Equipped with 13 MP AI Selfie camera for the perfect selfie*
- *Incredible Notch design with gradient shine body priced at INR 8,499 onwards*

10 January 2018: Welcoming 2019 with gusto, Mobiistar, a Vietnamese smartphone brand announces the launch of its latest smartphone, the X1 Notch. Bringing the sleek curved glass design with dual colour glass back, this phone is a stunning combination of good looks and attractive pricing, that comes equipped with Notch display for comfortable viewing and gaming. This device allows you to take the perfect selfies with its 13 MP AI selfie camera that takes incredible images. Mobiistar X1 Notch will be available in stores close to you at INR 8,499 onwards.

https://www.youtube.com/watch?v=Ow3YOaWjaWQ

Already having established its commitment to the Indian market by venturing into the offline space barely 2 months after its entry, Mobiistar strives for its consumers to 'Enjoy More' by bringing uncompromised user experience with affordability.

To achieve its aim of being among the top 5 smartphones in the affordable segment in the country, Mobiistar has got 500 distributors on board with a retail presence of 32,000. Ensuring good quality service and after sales service offerings with 1000 service centres already in place across the country and a plan of establishing many more, Mobiistar is armed to give its consumers end to end benefits. The brand promised to create a pan India presence and has already stepped foot in 475 cities and 27 states, it will not be long before Mobiistar makes its popularity felt, pan India

*Speaking on this occasion, **Mr. Carl Ngo Co-founder and CEO of Mobiistar, India and Global** said, "We could not have begun the year in a better way than with the launch of the X1 Notch. This stunning smartphone brings latest trends in technology at a very compelling price for its users. With a strong focus on selfies, this device comes with a 13 MP AI selfie camera, modern design notch display and gradient shine body. We have high hopes for this phone in the market and are confident that the X1 Notch will win many hearts just like our other products have been doing so far."*

***Aniruddha Deb, Chief Marketing Officer, Mobiistar India** adds, "Our campaign for X1 Notch is an interesting take on our consumer's life since it showcases how the phone is not only adding value to lives but also enabling people realise their dreams. Mobiistar has always stood strong as a propeller of confidence and aspirations and this new campaign adds another dimension to our vision of 'Shine and Enjoy More'."*

Shine Every Moment with AI Selfie Camera

The X1 Notch helps you capture each moment with the perfect selfies with its AI enabled selfie camera. The AI enabled camera can automatically optimise the lighting conditions making images sharper and clearer in both bright and low light situations. What's more, the camera even has a 7-level face beauty feature with exciting filters to experiment with. The 13 MP selfie and rear cameras make for flawless photography in the day and at night.

Shine Every Moment with Great Design

The X1 Notch is equipped with full view notch display, so you can enjoy your movies and games unhindered. It also comes with a screen size of 14.4cms, HD + display.

Mobiistar's X1 Notch brings the latest trends at affordable prices. With a gradient shine body, 2.5D curved glass and dual tone colours, this device is fit to be the envy of all your friends. This exciting new smartphone is available in 3 dazzling colours - Gradient Shine, Midnight Black and Sapphire Blue.

Shine Every Moment with Great Features

The dual SIM dual VoLTE empowers users to keep HD Calls active on both SIM cards thus enhancing calling experience while allowing users to choose to run data or call on both 4G VoLTE enabled and regular carrier SIM card. Equipped with facial unlock and fingerprint sensors to give you double security, the phone has a battery capacity of 3020 mAh for unhindered long hours at work or with friends.

The device will be available in 2 variants - 2GB RAM and 16GB ROM and 3GB RAM and 32GB ROM - at an attractive price of INR 8,499 and INR 9,499 respectively, at a store near you.

Mobiistar-Reliance Jio Offer- Mobiistar has partnered with Reliance Jio, a world-class all-IP 4G LTE network and the largest mobile data network in the world, to bring exciting offers to Mobiistar users. Under this offer, Jio users will get Rs. 2200 cashback with the newly launched Mobiistar devices. Users can enjoy Unlimited Data, Free Voice Calls, Free Roaming, Unlimited SMS (100/Day), Video Calls, Complimentary Jio Apps Subscription for Rs. 198/299 only.

Mobiistar-Gaana Offer - Enjoy 60 Days HD Music and ad-free streaming using Gaana App on Mobiistar X1 Notch.

ABOUT MOBIISTAR

Mobiistar, a Vietnamese smartphone brand was co-founded by Mr. Carl Ngo in 2009 with a promise to make users 'Enjoy More' by bringing uncompromised user experience. Mobiistar established itself as a leading brand in Vietnam and recently expanded to South-east Asia and GCC countries. The mission of Mobiistar is to expand the horizons of mobile technology adoption by providing affordable and uncompromised user experience to consumers.

Mobiistar plans to develop the smartphone segment in India by understanding the consumer need for a selfie smartphone and their desire to gain more enjoyment at great value. Mobiistar has invested efforts on mobile technology adoption and expanding selfie experience for India.

For more information, please visit www.mobiistar.in

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